



AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

July 13, 2000

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John H. Thompson  
Associate Director for Decennial Census  
Bureau of the Census, Building 2, Room 3586  
Suitland and Silver Hill Roads  
Suitland, MD 20233

Dear Mr. Thompson:

The American Association for Public Opinion Research (AAPOR) strongly supports the Proposed Rule published in the Federal Register on June 20, 2000 regarding the procedure for release of the corrected data file for Census 2000.

The proposed procedure for delegating the decision on the release of the corrected data for Census 2000 to the Director of the Census Bureau, upon the recommendation of his professional staff, puts the decision where we believe it properly belongs -- in the hands of trained, scientific professionals.

AAPOR is an organization of 1,600 producers and users of survey research who come from academic and commercial organizations, government agencies, foundations, and voluntary groups in the United States. I have enclosed a page from our brochure to tell you more about us.

Very truly yours,

Murray Edelman, Ph.D.  
President

Enc.  
cc: Barbara Bryant

2001 CONFERENCE  
MAY 17-20

HILTON MONTRÉAL BONAVENTURE  
MONTRÉAL QUÉBEC CANADA

# What is AAPOR?

The American Association for Public Opinion Research (AAPOR) is a professional association of individuals, not organizations, who are engaged or interested in the methods and applications of public opinion and survey research.

## MEMBERSHIP

AAPOR has close to sixteen hundred members, who come from academic and commercial organizations, government agencies, foundations, and voluntary groups. They are both producers and users of survey research. Academic members come from a variety of fields, including sociology, psychology, political science, business administration, economics, communications, public health, statistics, and marketing. Non-academic members reflect an equally wide group of interests in government, commercial, and non-profit organizations.

To be accepted as members of AAPOR, applicants must indicate that they have read and subscribe to the AAPOR Code of Professional Ethics and Practices.

There are special membership classifications for students, joint members, and honorary life members.

## REGIONAL CHAPTERS

Any regionally definable group of AAPOR members may apply to the Executive Council for chapter status. At present there are six chapters: Midwest, New England, New Jersey, New York, Southern, Washington-Baltimore.

## ADMINISTRATION

AAPOR is governed by an Executive Council elected by the membership. The Council meets at least three times a year to consider issues of interest to the members, to organize activities, and to plan the Annual Conference. An advisory business meeting of the membership is held each year at the Annual Conference.

## ACTIVITIES

**ANNUAL CONFERENCE.** A highlight of the year's activities is the Annual Conference, held in the late spring, frequently at a resort hotel that can devote its entire facilities to the meeting. Symposia, panels, presented papers, and roundtable sessions are built around topics of current interest to members. The outgoing president is the principal speaker at the annual banquet.

56<sup>TH</sup> ANNUAL CONFERENCE  
MAY 17-20, 2001  
MONTREAL QUÉBEC  
CANADA

HILTON BONAVENTURE

**AWARDS.** The AAPOR Award, originally the Julian Woodward Award, is given for "exceptionally distinguished achievement to an individual or group whose contributions to the field have been outstanding. AAPOR also holds an annual student paper competition to reward those doing excellent work in the field. The student award is open not only to graduates and undergraduates, but also to recent graduates. Winners of both awards are announced at the Annual Conference.

The Innovators Award, inaugurated in 2000, is given in recognition of recent significant innovation in the field of public opinion and survey research. It is awarded at the annual conference to honor and celebrate change, innovation, and understanding.

**OFFICIAL JOURNAL.** The *Public Opinion Quarterly* (POQ) is the official journal of AAPOR, and offers diverse public opinion and communication research. In addition to scholarly articles, it publishes the Conference program, reports, and awards, usually in the fall issue. All memberships, except joint, include a POQ subscription. AAPOR members can receive the POQ on-line Internet-connected computers. The AAPOR also publishes a periodic newsletter.

## HISTORICAL SKETCH

A group of dedicated public opinion research pioneers founded AAPOR in 1947. They and about 70 of their colleagues responded to the call from Harry H. Field, director of the National Opinion Research Center, then at the University of Denver, to attend a meeting, July 29-31, 1946, in Central City, Colorado. The meeting was held in the historic Opera House. Many of the 46'ers are still active members of AAPOR.

That first conference reflected the optimism of a new methodology. Reflections on a better world through public opinion research and its contributions to world peace headed a program that also addressed the practical concerns of professionals in a budding field.

When formalization came on September 4, 1947, two organizations resulted: AAPOR and the World Association for Public Opinion Research (WAPOR). The organizations continue their close association and meet jointly in even-numbered years.

Primarily, AAPOR has occupied itself with professional matters: POQ, AAPOR's official journal since 1948; professional standards; and above all, advancing research theory and methodology.

Many of those at the center of the activity were later recipients of AAPOR's highest award, including Paul F. Lazarsfeld, Herbert H. Hyman, Samuel A. Stouffer, Elmo Roper, Clyde W. Hart, Angus Campbell, George H. Gallup, and Harold D. Lasswell. All played major formative roles in the history of public opinion research.

## THE SPIRIT OF AAPOR

In addition to its serious concerns, AAPOR is an association with esprit and vitality. Its mix of scholars and practitioners -- from academy, business, and government -- makes for a rich meeting of perspectives. Conferences are well attended, and sessions are energetically discussed in after-session informal conversations. A sense of humor, conviviality, dedication to the advancement of knowledge, and a desire to share information are the characteristics that make AAPOR a truly unique organization.